

Message Text

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63

ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-03 H-02 INR-07 L-03

NSAE-00 NSC-05 PA-02 PRS-01 SP-02 SS-15 USIA-15 AID-05

EB-07 OMB-01 COME-00 TRSE-00 FRB-01 /080 W

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R 111900Z JUN 75

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 2561

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 1822

E.O. 11652: N/A

TAGS: BDIS, ETRD, BR

SUBJECT: IMPORT LICENSES ON PUBLICATIONS

1. "TIME" MAGAZINE DID NOT APPEAR ON BRAZILIAN NEWSSTANDS DURING PERIOD OF MAY 27 - JUNE 5. REVERSING PREVIOUS POLICY, GOVERNMENT OF BRAZIL REQUIRED IMPORT LICENSES ON "TIME" ISSUES. OTHER IMPORTED PERIODICALS AND NEWSPAPERS INCLUDED IN IMPORT LICENSE REQUIREMENT.

2. AFTER DELAY AND CONFUSION OVER COURSE OF ACTION TO FOLLOW, "TIME" LOCAL DISTRIBUTOR APPLIED TO BANK OF BRAZIL FOR IMPORT LICENSE FOR MAGAZINE. LICENSE GRANTED IMMEDIATELY. LAST TWO WEEKS ISSUES OF MAGAZINE APPEARED ON NEWSSTANDS JUNE 6.

3. CONGEN RIO. "TIME" CORRESPONDENT AND "TIME" DISTRIBUTOR BELIEVE NEW IMPORT LICENSE REQUIREMENT IS RELATED TO GENERAL BALANCE OF PAYMENTS CONSIDERATIONS AND NOT ANY ATTEMPT TO CENSOR "TIME" MAGAZINE OR OTHER PUBLICATIONS.
(LICENSE REQUIREMENT WILL GIVE GOB BETTER IDEA OF VOLUME IMPORTED OF FOREIGN PUBLICATIONS)
HOWEVER, DISTRIBUTOR IS CONCERNED THAT AN IMPORT LICENSE
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WILL BE REQUIRED FOR EACH DIFFERENT PUBLICATION IMPORTED

INTO BRAZIL. THUS, FOR EXAMPLE, AN IMPORT LICENSE
WILL BE NEEDED FOR "FORTUNE" MAGAZINE AND "TIME"
MAGAZINE, EVEN THOUGH BOTH ARE PUBLISHED BY SAME
COMPANY. IMPORT LICENSE GRANTED "TIME" IS VALID FOR
APPROXIMATELY TWO MONTHS AND PRESUMABLY WILL BE RENEWED
AFTER THAT PERIOD.

4. FYI: "TIME" CORRESPONDENT REPORTS THAT WEEKLY
CIRCULATION OF "TIME" MAGAZINE IN BRAZIL IS 36,000,
26,000 SUBSCRIPTIONS AND 10,000 NEWSSTAND SALES. END FYI.
DEXTER

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Message Attributes

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Margaret P. Grafeld
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